Section I:
AMENDMENT UNDER 37 CFR §1.121 to the
CLAIMS

Claim 1 (presently amended):

A method of presenting information regarding products, suppliers and ~~offeror~~ offerors to users of a browsing device visiting a cybermall ~~customers in a virtual shopping mall~~, said cybermall comprising a collection of cyberstores which are not associated with a physical merchant facility, said method comprising the steps of:

~~providing~~ displaying on a portion of a computer display a map of a cybermall ~~virtual shopping mall~~, said map having a coordinate system associated with positions within the cybermall ~~shopping mall~~;

assigning ~~a customer~~ a user an initial position having a set of coordinates within the cybermall ~~shopping mall~~;

presenting to said user at least one vector graphics multimedia object to ~~a customer indexed~~ said user according to said initial position coordinates, said multimedia objects being associated with one or more cyberstores such that an apparent relationship to an existent physical merchant facility is provided wherein said physical merchant facility is actually nonexistent;

updating said initial position to a subsequent position responsive to a position change command from said user ~~a customer~~; and

presenting to said user at least one multimedia object to a customer indexed to said subsequent position, thereby providing the appearance to said user of movement through an existent merchant facility where such merchant facility is actually nonexistent.

Claim 2 (presently amended):

The method as set forth in Claim 1 wherein said steps of presenting multimedia a object comprise presenting a visual image of a simulated mall or simulated store interior.

Claim 3 (original):

The method as set forth in Claim 2 wherein said steps of presenting a visual image of a

mall or store interior further comprise the steps of:

provide a customer-selectable hot spot within said visual image; and

updating said customer's position responsive to selection of said hot spot.

Claim 4 (presently amended):

The method as set forth in Claim 1 wherein said steps of presenting multimedia objects

comprise presenting a sound clip representative of simulated background sound within a

mall or store interior.

Claim 5 (currently amended):

A computer readable medium encoded with software causing a computer to perform the

following actions:

provide to a user of a web browser a map of a cybermall virtual shopping mall,

said map having a coordinate system associated with virtual positions within the

cybermall shopping mall ,said cybermall comprising a collection of cyberstores, each

cyberstore representing an online-only merchant for which no physical retail facility

exists;

assign said user a customer an initial position having a set of coordinates within

the cybermall shopping mall;

present at least one multimedia object to said user including at least one vector

graphics image of a cyberstore a customer indexed to said initial position such that an

apparent relationship betwee an existent physical retail facility and said cyberstore is

provided to said user wherein the physical retail facility is nonexistent;

update said initial position to a subsequent position responsive to a position

change command from said user a customer; and

present at least one multimedia object including at least one vector graphics image

of a cyberstore to a customer indexed to said subsequent position.

Claim 6 (presently amended):

The computer readable medium as set forth in Claim 5 wherein said software for performing the action of presenting a multimedia object comprises software for presenting a visual image of a <u>simulated</u> mall or <u>simulated</u> store interior.

Claim 7 (original):

The computer readable medium as set forth in Claim 6 wherein said software for presenting a visual image of a mall or store interior further comprises software for performing the actions of:

provide a customer-selectable hot spot within said visual image; and

update said customer's position responsive to selection of said hot spot.

Claim 8 (presently amended):

The computer readable medium as set forth in Claim 5 wherein said software for presenting a multimedia object comprises software for presenting a sound clip representative of <u>simulated</u> background sound within a mall or store interior.

Claim 9 (presently amended):

A shopping mall browser comprising:

a mall map display on a portion of a web browser for showing a user customer a virtual geographical organization of a cybermall virtual mall contents, said map having a coordinate system associated with positions within the cybermall virtual shopping mall , said cybermall comprising a collection of cyberstores, each cyberstore representing an online-only merchant for which no physical retail facility exists

a customer user position initializer for assigning an initial customer having a set of coordinates within the cybermall shopping mall;

a position tracker for updating said initial position to a subsequent position responsive to a position change command from said user a customer; and

a multimedia object presenter for presenting to said user on said web browser at least one multimedia object including at least one vector graphics image of a cyberstore to a customer indexed to said initial position or said subsequent position such that an apparent relationship between a physical retail facility and said cyberstore is provided wherein the physical retail facility is nonexistent.

Claim 10 (presently amended):

The shopping mall browser as set forth in Claim 9 wherein said multimedia object presenter is adapted to present a visual image of a simulated mall or simulated store interior.

Claim 11 (original):

The shopping mall browser as set forth in Claim 10 wherein said multimedia object presenter is further adapted to provide a customer-selectable hot spot within said visual image and to update a customer position responsive to selection of said hot spot.

Claim 12 (presently amended):

The shopping mall browser as set forth in Claim 9 wherein said multimedia object presenter is adapted to present a sound clip representative of simulated background sound within a mall or store interior.